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ALBERTA



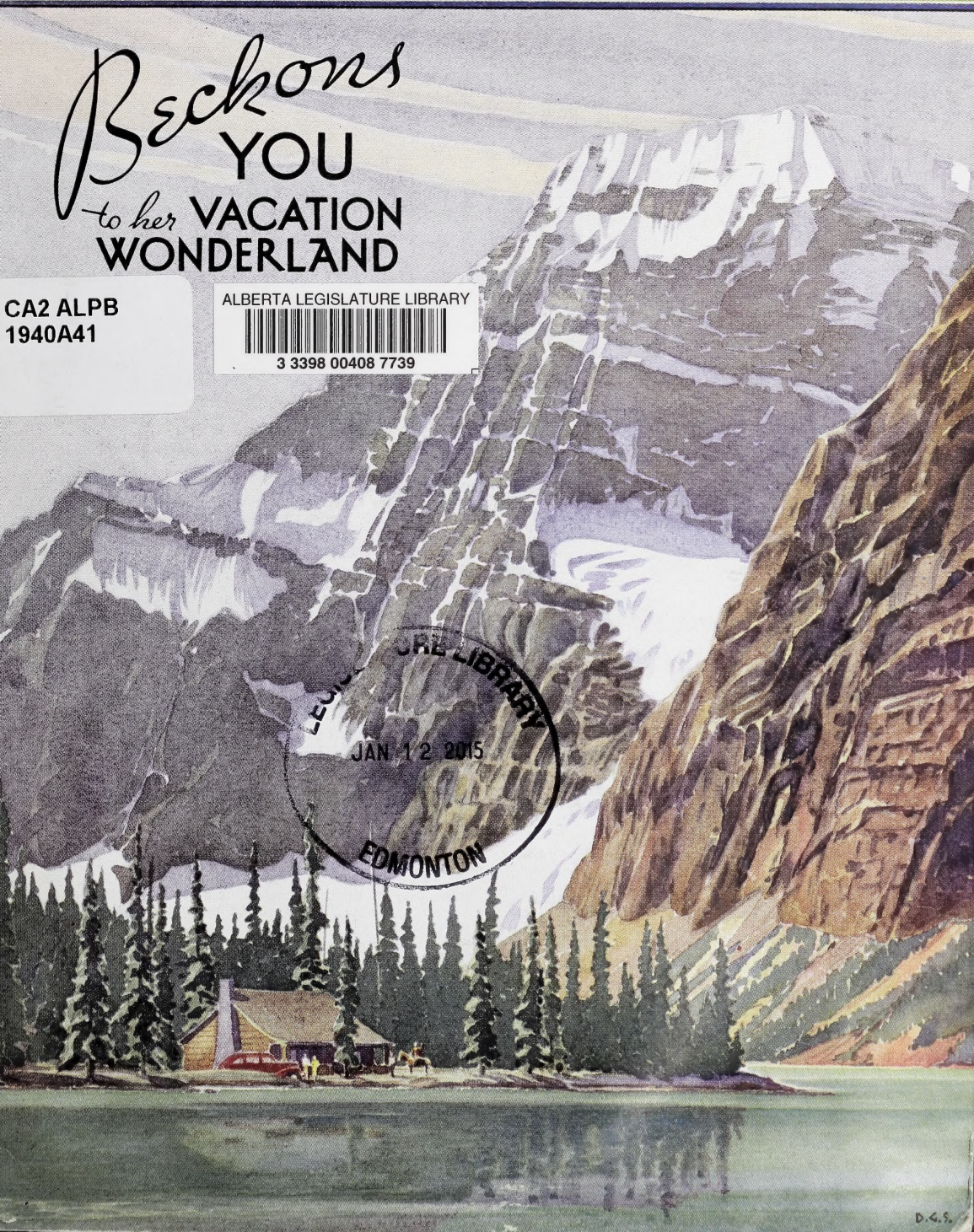
Beckons
YOU
to her **VACATION
WONDERLAND**

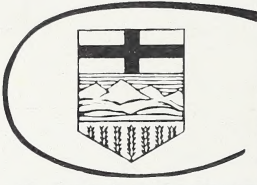
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Appetizers

Sunrise—peaks rose and gold from Sulphur Summit.
Paradise Valley timber line unfolding through morning mists.
Daytime's first fresh breeze among glistening pine tops at Assiniboine.
Tinkling Sunwapta brook half hidden in moss.

Soup

Bubbling Cave and Basin cauldron hot or cold.
Crystal clear cozy comfort at Upper Hot Springs.
Loungy sun bathing and distance swimming at Sylvan, Pigeon, Gull,
Waterton and a score of scenic lakes.

Fish

Cutthroat and Grayling hooked on the Highwood.
Rainbow beauties from mountain streams.
Loch Leven trout from Raven River and lake trout where e'er you cast
(Alberta's restocking equipment is the finest in Canada.)

Fowl

Canada Blue Goose where they feed.
One Hundred Million Ducks, all kinds, on a thousand lakes and sloughs.
Prairie chicken stalked from foothill underbrush.
Brush partridge from pine boughs—all in season.

Entrees and Roasts

Buffalo, caribou, elk, sheep, goats, moose and deer from the Peace to
Old Man rivers.
Bear from the Jasper foothills.
(All prey to camera or rifle, at your service; but go with a guide.)

Vegetables

Tall pines, thick spruce, tamarack and balsam, heavy juniper, aspen,
poplar and birch to enjoy on horseback or afoot.
Tall grasses scented by mint and a thousand flowers to carry always
in your memory.

ICES

Summer skiing at Lake Louise.
Glacier climbing at Peyto Lake, Columbia Ice Field and through
the Death Trap before dawn.
Venturesome experiences among the upper peaks at the discretion of
experienced Swiss guides.

Beverages

According to choice from Government Supplies.
Others percolated, dripped or steeped to taste.

Cigars, Cigarettes

"Who hath smelt wood smoke at twilight,"
Red glow of campfire on the trail and voices singing the old songs.
Tired but happy. Ready after a warm day to sleep through the cool,
silent night—"the moon above consumptive like and pale."



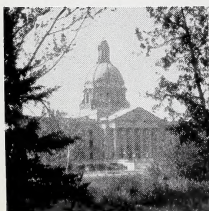
This View

MAY be the only reward the romantic Canadian Rockies may yield to those who simply motor through Waterton, Banff and Jasper National Parks.

This view is what you will see from your car, but out in those trees, up the slopes and around the bend there are wonderful things to enjoy for those who get out of their cars and stroll through the forest, ride along mountain trails, fish in the streams, canoe on the lakes, climb the mountains, swim in the clear sulphur pools, camp in quiet beneath the tall pines, holiday in frontier fashion at one of the numerous dude ranches or relax in modern chalets, bungalow camps or cottage resorts.

The highway, you know, is but a path to this paradise of Nature. Your car is but a means to bring you into this wonderland. To know the thrill of living, to feel the tang of the clear glacier combed air, to see the wild life, to get the whiff of the fragrant pines, tamaracks, balsams and countless flowers you must stay and visit awhile.

The picture above shows what you will see from your car. The following pages reveal what you will enjoy if you

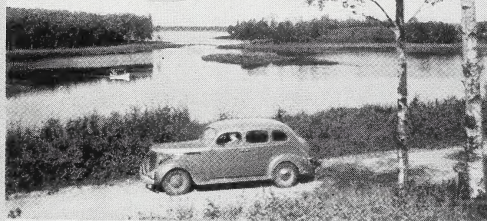


Stop - It's Wonderful

Ernest C. Manning

Minister Trade and Industry.

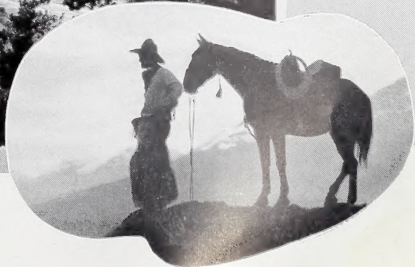
Prairies



No place so fit to watch the
wheeling stars,
And see the northern light il-
lume the dark.
The soft night's solemn stillness
fills with awe
The fragrant air, the soul with
other worlds;
And tho' no trees can tempt the
pensive moon
To tarry o'er their tops, her
course she holds
In the wide silence of a prairie
night
'Mid stars that seem to peer
more close to earth,
And all as sweetly lures to con-
templation,
And fills with passions calm, yet
fiery strong,
A feeling weird unutterably
deep.

—Nicholas Flood Davin.

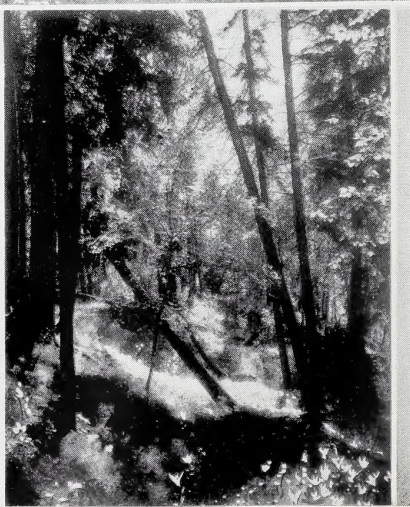
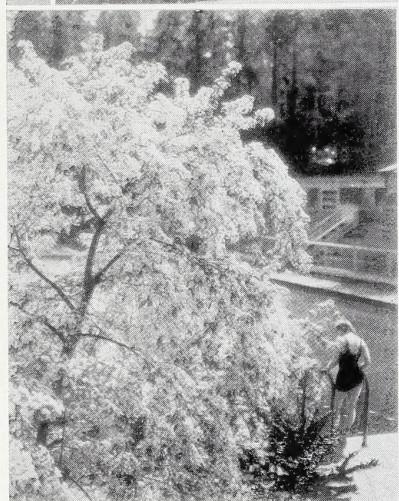
to Mountains



Top: Mt. Athabasca and Glacier from above Sunwapta Canyon, Banff-Jasper Highway, Jasper National Park. Below: Vimy Mountain from Akamina Highway, Waterton Lakes Park. Inset: The Sky Line Trail, Jasper Park.

Blossom Time In Alberta

WILDWOOD gardens such as Shelley, Keats or Cowper would have loved to capture in immortal verse scatter their tender blossoms along the margins of clear mountain lakes and over the mossy carpets of the forest filling the air with alluring fragrance and pleasing the eye with myriads of bright hues softly blended. Liliputian orchids mingle with wild lilies, bleeding hearts, Alpine poppies, roses and primroses in shady glades, and blue bells cling to craggy cliffs along the lichen covered canyon walls. The visitor will always find deep pleasure in strolling among the waving fields of flowers on Alberta's prairies or in seeking out the crannies of the foothills where nature hides her petalled beauties from the wind and man and beast.

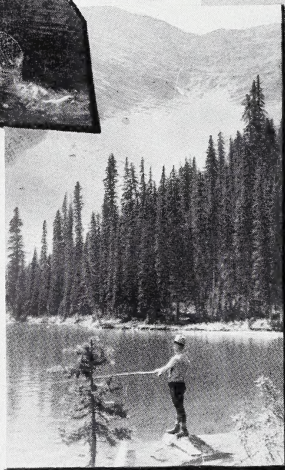
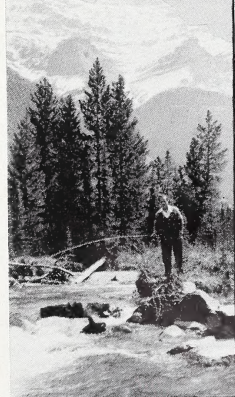


Along the Banff Jasper Highway

NEW wonderlands of magnificent scenic grandeur are now open to the motorist who traverses the broad highway along the backbone of the Earth from Banff to Jasper. Use it as a speedway—if you will—but to enjoy it thoroughly, be a little child again. Get out of your car. Scramble over rough moraines of glaciers that spill ice within a stone's throw of the road. Laugh and shout and listen to the echoes play among the crags. Creep close to the cool refreshment of the mountain cataracts that rush toward three oceans from one mountain's slopes. Take time to enjoy it—this experience of a lifetime.



Fishing



SCORES of virgin lakes and hundreds of miles of racing glacier streams, their crystal-clear, cold water the spawning places for many varieties of fish, provide the visiting angler with innumerable thrills with rod and reel and limitless possibilities for healthy exercise in the exhilarating mountain air. Top left are seen Irving S. Cobb and Courtney Riley Cooper with a morning's catch at Jasper. Other accompanying pictures illustrate lake and stream fishing in Banff, Waterton and other park areas.

For the past twenty years, under Government supervision, the lakes and streams throughout the province have been re-stocked annually with the principal varieties of particular interest to dry and wet fly fishermen. These varieties include Kamloops, Speckled, Rainbow, Cutthroat, Steelhead, Lake trout and Loch Leven, the latter being found nowhere else in Western Canada. This latter kind may be found in the streams tributary to the watershed of the Red Deer River. Last year anglers experienced the finest fishing for Loch Leven trout in the North and South Raven rivers, which may be reached from Red Deer or Innisfail.

Virtually every section of the Province has its ample opportunities for lake and stream fishing, and Government officials, hotel men, service station operators, and others, are fully prepared to give visitors detailed information as to where and with what lure to fish.

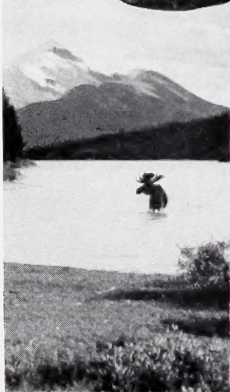
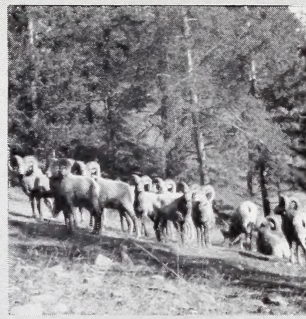
Of course, for those who desire the unusual in the way of fishing, the Arctic Grayling, from the viewpoint of accessibility available only in Northern Alberta, abounds in the Clearwater and Christina rivers, tributaries of the Athabasca. This fish, found only in waters pouring into the Arctic Ocean, is the undoubted favorite of dry fly fishermen.

Game

FOR nearly half a century wild life of the Rockies and adjacent areas has been protected in our National Parks. These parks constitute a nursery from which the game constantly overflows into the forests outside the parks where the hunter may hunt during the open season. The policy of protection in the parks and the regulation of closed seasons on various species from time to time ensure a constant supply of all kinds of game native to the Northwest. For instance, elk have increased to such numbers that the area available for hunting this majestic member of the deer family will, it is anticipated, soon be largely increased. Last year more than 1,000 animals migrated from the Banff Park alone and, once scattered, they never return.

Alberta's hunting grounds are easy of access, entirely free from snakes and other dangerous pests and seldom beset with wet days. For the hunter with rifle or camera, Grizzly, Black and Brown Bear (with an occasional Cinnamon), Woodland Caribou, White Tail and Mule Deer as well as Wapiti (elk), Antelope, Rocky Mountain Sheep, Goat, Cougars, the Timber Wolf and Coyote abound in their favorite habitat — all well known to guides and outfitters who equip hunting parties.

Northern Alberta waters are the breeding ground for more than half the North American continent's population of migratory water fowl. The last census indicates that more than 16,000,000 ducks and geese nested in the vast water reaches of this province. These birds, flying southward in the Autumn, feed in the grain fields and wise hunters come to meet them before they become gun shy. The Coronation district has become so popular for its Canada goose hunting that the town has erected a fine auto camp for the accommodation of visiting hunters.



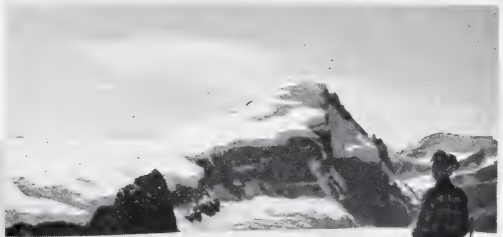


Here is life and fun and action that build vigor, health and charm. They are yours when you delay and play awhile in Alberta's Rockies.

Skiing

LONG gentle slopes and steep descents, open timber lands and long reaches of frozen lakes or rivers in a land where skiing is comparatively new, are rapidly drawing throngs of winter sport lovers from the four corners of the earth to Waterton, Banff and Jasper National Parks, now that modern all-season highways make the choicest ski-ways easily accessible.

Numerous lodges or hostels, placed at convenient intervals throughout the mountain passes, provide a ready haven from storms or rendezvous for groups seeking to pursue this popular sport and, by meeting on a ground of mutual understanding around the mountain cabin fire, cement, in youth, profound friendships of life-long endurance.





Today, Steamboats and
trains follow the old
route of the voyageurs to
the Mackenzie River
and the Arctic.

15,000
SQUARE MILES
RESERVED FOR
9000
BUFFALO

Fort Chipewyan, built
by the North West Company
in 1788; and the Hudson's Bay
Company's Fort Wedderburn.
Three trading posts on the island
were merged into a single
rivalry until amalgamation of
the two companies in 1821.

The old trade route
from Ft Churchill
on Hudson Bay joins the
Athabasca River.
Methye Portage (Portage de la Lacle)
discovered by Peter Pond in
1778, is still used by
traders.

Early
explorers and
traders reported
the Tar Sand deposits
along the Athabasca R.
Now considered to be the
largest known deposit of
solid asphaltic material.

Oil discovery
in 1921

Site of
Fort Fork
Where Sir Alexander
MacKenzie wintered
in 1790-91... on his
way to find the
Western Sea.

Natural Gas
discovery in
1921

Settlement on
Peace River Country
1807-1921

Grande Prairie

Site of
Fort
Assini
Boine

Athabasca

NORTHWEST
ALBERTA

Peace River

Peace River

Peace River

Trail Riding

WIDELY varied pastimes await the tourist visiting Alberta's playgrounds. Sure-footed, thoroughly trained saddle horses carry even the amateur explorer in safety to picturesque places, unseen by those who do not leave the motor highway.

Skilled mounted guides lead their parties to and describe the most exciting places of interest, and, being expert woodsmen, are well equipped to attend to all the cooking, pitching and striking camps, packing and other camp duties.

Accompanying pictures show sky line riders on the trail; a party crossing Simpson's Pass, nearly two miles high; fording Cascade River; guides pitching an Indian teepee and other scenes typical of happy care-free days in the saddle amid forests, mountain lakes and streams of matchless beauty and a never-to-be-forgotten evening around the cheery crackling campfire.

A holiday like this writes an undying chapter in the story of life and adds a richer meaning to all experience.

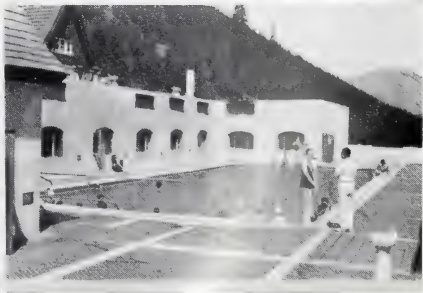


Golfing and Swimming

THE "Prince of Wales" competition on Banff's million-dollar, mile-high course and the "Totem Pole" event on Jasper's beautiful links, have brought to the attention of the entire golfing world Alberta's excellent facilities for the grand old game.

Likewise has the praise of visitors become a fitting tribute to the pleasures of swimming in the natural hot water pools at Banff and Miette, in the artificially heated water at Lake Louise or along the sunny beaches of Waterton, Sylvan or the many other lakes in the foothill and mountain playgrounds of Alberta.

Golfing and swimming are superior in the mild mountain air and sunshine of the Canadian Rockies. They are delightfully different, refreshingly satisfying and bring to the holiday maker a healthy nerve-relaxing sport that tunes up the body and clears the brain.



Climbing

ALPINISTS find in the Canadian Rockies a paradise of peaks, to test their skill and endurance and to provide new adventure. They will tell you there is mystery in the moods of these monarchs of ice and stone—moods that change as quickly as the wind and never seem the same.

In days gone by, mountain climbing in these regions was a sport exclusively for the wealthy. Today it is enjoyed by all who, sound of wind and limb, obey the urge to rise above the clouds on foot or traverse the sparkling blue-white glaciers in their realm of perpetual ice.

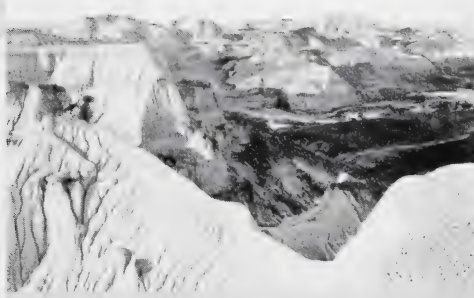
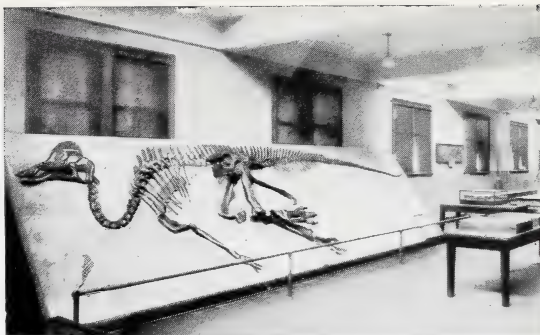
Scenes on this page depict some of the incidents in which climbers find delight—a view from a topmost peak; an exciting bit of rock work; a traverse; or camp snug in a grassy valley meadow.



Bad Lands

A WE-INSPIRING, mystifying, compelling reflection on the immensity of the ages and yielding treasures millions of years old, the so-called "Bad Lands" of the Red Deer River valley have commanded the attention of scientific experts for years. Collectors from the leading museums of the world have come here in search of the remains of pre-historic life, and many of these specimens may now be seen in the cultural centres of London and New York. Only recently, however, have the wonders of this area been accessible for the lay visitor. Wind, rain and the other elements of nature have played strange pranks with the features of this weird land as the pictures bear witness.

A visit to the "Bad Lands" provides more than an unusual and adventurous experience. It builds a new appreciation for the perspective in The Creation.





Crowfoot Glacier on the Banff-Jasper Highway,
Banff National Park.

(Inset) Athabasca Falls, Jasper National Park



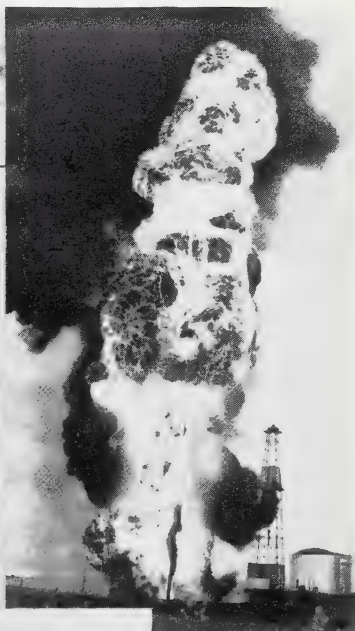
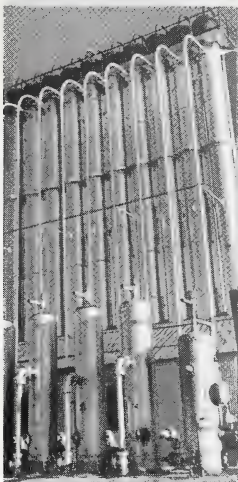
Top: Morning Reflections, Maligne Lake, Jasper. Above: Tangle Creek Falls, Columbia Ice Fields Drive. Left: Trail Riding above timberline in Tonquin Valley, Amethyst Lake and the Ramparts in the background, and Mount Robson in Jasper National Park.



Oil Fields

IN TURNER VALLEY — only a few minutes' drive from the main highway at Cayley or High River—nature produces in its unrefined state, gasoline so fine that it has to be blended with cruder oils before it can be used even in the high compression motors of aircraft. In this field can be seen a thriving oil industry in all its phases, from "spudding" to transportation by pipeline to refineries in Calgary. Natural gas wells on this structure supply Calgary, Macleod, Lethbridge and intermediate towns with fuel.

Still in its infancy, Turner Valley has already produced in wealth a total of more than \$77,000,000. Test drilling operations are being conducted on fifteen other potential oil bearing structures in Alberta.



Principal Cities of Alberta

EDMONTON, Alberta's capital city, "Gateway to the North" is, as the name implies, the focal point for world commerce with the rich mining and fur-producing districts of the Arctic, and it is also the distributing metropolis for the rich agricultural district north of the Red Deer River. Edmonton dispatches more freight by air than any other airport in the world. Lying on the round-the-world air lanes, Edmonton's airport is the hub of air traffic between Alaska, the Yukon, the Lower Mackenzie Basin and the main east-west air lanes of Canada and the United States.

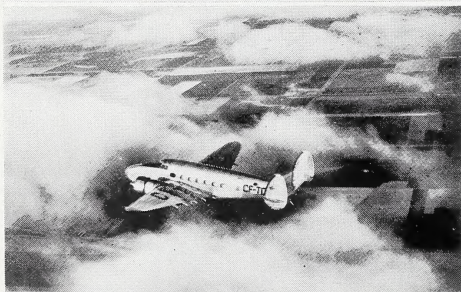
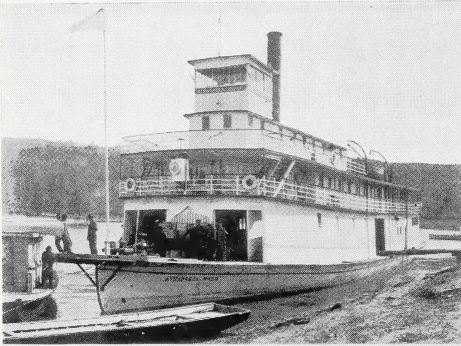
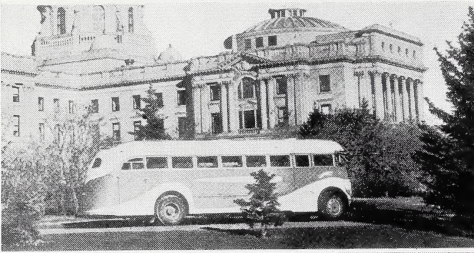
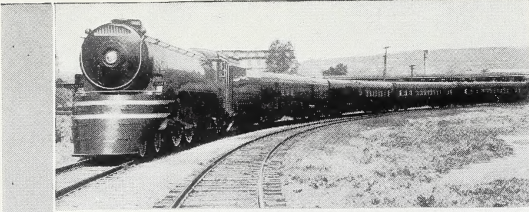
Calgary, centre of fertile ranching lands and extensive farming and dairying districts, is the principal distributing centre for Southern Alberta and "half-way house" for motorists en route to Banff and Lake Louise.

Lethbridge, in the extensive coal fields of the South, serves a prolific agricultural area and is a principal stopping point on the Coast-to-Coast route of Trans-Canada Airways.

Medicine Hat, where industries sink their own gas wells for fuel supplies, is rapidly developing as Canada's principal centre for the manufacture of glass and pottery. The cities of Red Deer and Wetaskiwin serve large agricultural communities and Drumheller lies in a rich coal mining district.

These cities, as well as towns on all the motor tourist highways, provide excellent auto camps and hotel accommodation. All Alberta hotels, licensed for the sale of beer, are required to maintain a high standard of catering and room service and are subject to government inspection. Motorists may stay with assurance of comfort at reasonable rates in hotels carrying the approval sign of the Alberta Motor Association or the Associated Canadian Travellers.





Transport

AIRCRAFT of the latest design, stream-lined trains equipped with all-steel coaches and every modern comfort aboard; huge easy-riding motor busses of the newest type and hard-surfaced, dustless highways, clearly marked with safety and directional signs for those who prefer to come by automobile, comprise the transportation equipment at the service of thousands of visitors from every quarter of the globe, who seek to escape the hum-drum existence at holiday time. For those who come by train there are, in all Alberta's holiday resorts, scheduled tours by bus to scenic beauties not reached by rail.

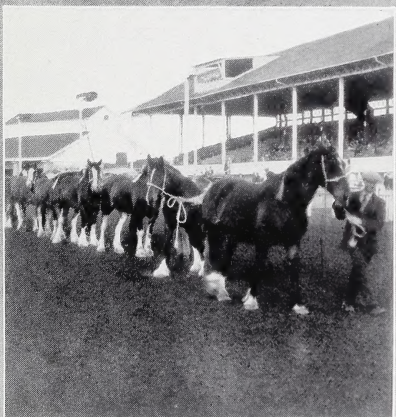
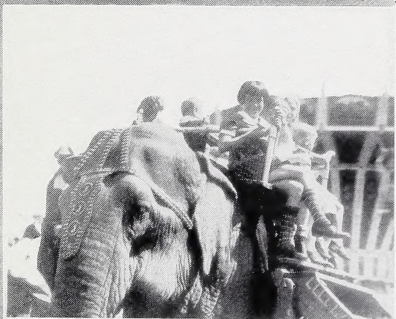
Modern bus and service stations equipped with up-to-date dining room service and rest rooms provide pleasant breaks in the journey at convenient intervals for those who travel by bus or automobile.

Hard surfaced highways now connect Glacier and Waterton Lakes parks with Banff National Park by way of Pincher Creek, Macleod and Calgary. The Calgary - Edmonton highway has been completely surfaced, and the work of surfacing the Edmonton-Jasper highway is being extended many miles west of Edmonton.

Detailed information regarding road conditions is compiled daily and may be obtained from any office of the Alberta Motor Association, any auto or bungalow camp, hotel or park official.

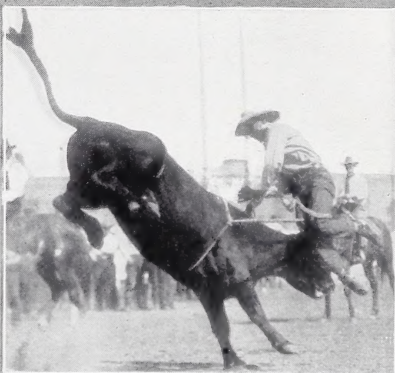
"Down North" transportation into the basin of the Mackenzie river is provided by modern air service out of Edmonton and by river boat out of Waterways and Fort McMurray.

Detailed information concerning accommodation, rates, guide and outfitting services, camping facilities and so forth may be obtained upon application by letter or telegram to the Director of Publicity, Legislative Building, Edmonton. Inquiries regarding hunting regulations, licenses, seasons and so forth should be addressed to the Game Commissioner, Legislative Buildings, Edmonton. Information regarding transportation rates and so forth may be obtained from your nearest railway or bus depot.



Edmonton Exhibition

JULY 15 to 20



Calgary Exhibition and Stampede

JULY 8 to 13



ALBERTA



A Map OF
THE PROVINCE of
ALBERTA
CANADA
Showing Some
NATIVE
Attractions